

# Newspaper advertising allows you to target intelligent, influential, motivated individuals. Obviously.



If you were trying to find the average newspaper reader, you probably would do well just to look in a mirror.

Studies show that you've probably been educated beyond high school (over 44% of our readers are), you're likely to be a registered voter (75% are), and there's a good chance you bought something last week in response to an advertisement (38% did). Of those people, 74% said it was in response to a newspaper ad.

You also care about your community. And when you want information about local affairs, you turn to the newspaper first.

Now, we're only guessing that you're just as concerned about the best medium to best reach your customers. If you are, there is really only one choice, and it's perfectly obvious.

Get the facts.  
Get them on paper.

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## The State Port Pilot

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